



Australian Government

SIFXMPR001 Implement marketing and promotional activities

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to implement a marketing strategy and plan. It applies to funeral home and cemetery and crematorium staff overseeing the marketing and promotion of funeral products and services. The work is performed according to work health and safety, relevant legislation and workplace policies and procedures.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Competency Field

Marketing and Public Relations

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Implement marketing strategies and plans.

2. Coordinate promotional displays for funeral services products and services.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1 Develop an understanding of the business's marketing strategy and marketing plan.
 - 1.2 Communicate the business's marketing strategy and specific marketing plans to team members.
 - 1.3 Train staff to implement marketing strategy and marketing plans.
 - 1.4 Assist in production and distribution of relevant marketing materials as required.
 - 1.5 Monitor marketing plans against business's marketing strategy and assess outcomes.
 - 1.6 Prepare and distribute reports of marketing outcomes to appropriate staff.
 - 1.7 Provide suggestions to improve marketing activities or results.
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- 2.1 Identify funeral services products and services to be promoted according to marketing strategy and plans.
 - 2.2 Plan and communicate display requirements according to workplace display and pricing and ticketing standards.
 - 2.3 Supervise completion of construction of displays, ensuring correct pricing and ticketing.
 - 2.4 Monitor replenishment of promotional merchandise and rotation of stock on display and take corrective action.
 - 2.5 Assess and evaluate display presentation standards.

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance.

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

SIFMPR001A Implement marketing and promotional activities.

Links

Companion Volume Implementation Guide - <http://www.serviceskills.com.au/resources>